



GDS Associates, Inc.
Engineers and Consultants

- *Final* -

SUMMARY REPORT OF THE

PROGRAM AWARENESS, PARTICIPATION AND CUSTOMER
SATISFACTION ASSESSMENT

FOR THE

FITCHBURG GAS AND ELECTRIC LIGHT COMPANY'S

LOW-INCOME ELECTRIC ENERGY EFFICIENCY PROGRAM

DECEMBER 7, 2001

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I. Introduction

This report describes the methodologies employed and the results of a Program Awareness, Participation, and Customer Satisfaction survey performed by GDS Associates, Inc. for Fitchburg Gas and Electric Light Company's (FG&E) Electric Low Income Program (Program). As part of an ongoing Low-Income program assessment, GDS was contracted to conduct this telephone survey in an effort to determine the current level of awareness among the Company's low-income customers of the program as well as the levels of participation and satisfaction of those that have participated in the program. This report is the second in a series of three reports that make up the Program Evaluation of FG&E's Electric Low Income Program. The first phase of the Evaluation addressed the program's design and implementation process and the final phase will include a number of site visits to assess the quality of measure installations and related services being provided.

FG&E's Electric Low Income Program provides participants¹ with an energy audit, education on energy saving opportunities, direct installation (at no cost to the customer) of low-cost energy efficiency measures and installation of more substantial energy savings measures (also at no cost to the customer) upon cost effectiveness screening. The measures address all of the major residential end uses (*i.e.*, lighting, refrigeration, heating and air conditioning, and water heating). The implementation and administrative contractor for this program is the Montachusett Opportunity Council, Inc. (MOC). MOC subcontracts to Conservation Services Group, Inc. (CSG) for such implementation services as refrigerator installation, removal, and recycling as well as multi-family audits and installations.

Section II of this report presents a summary of key findings from the Phase II telephone surveys and includes recommendations for FG&E's consideration as implementation of the Electric Low-Income Program continues. Section III is an overview of the methodologies used (a copy of the telephone survey instrument is included as Appendix A). Section IV provides more details on the telephone survey results.

¹ Eligible customers are those residential FG&E electric customers at or below 200% of the federal poverty limit.

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II. Summary of Key Findings and Recommendations

The telephone surveys conducted with FG&E's low income customers focused on three major areas: 1) Program Awareness; 2) Customer Participation; and 3) Satisfaction of Participating Customers. As a result of our surveys, a number of key findings were identified. These findings are summarized below by major category:

Program Awareness

- 35% of the eligible population in FG&E's service territory is aware that there is an energy efficiency program that targets low income customers.
- The most common method of hearing about the program was through a postcard.
- Of those that were not aware, the top three methods for becoming aware were: 1) in their electric bill; 2) by phone call; and 3) by post card or letter. Television was also identified as a potentially good awareness source.
- Of those that were aware, the top three methods they preferred for becoming aware were: 1) through their electric bill; 2) by post card or letter; and, 3) through a response to a billing inquiry. Through a neighbor, by phone call, and television were also identified as good awareness sources.
- Outreach approaches to avoid included: web sites, newspapers/posters, and landlord recommendations.

These findings indicate that there remains a substantial market within FG&E's low-income sector for providing energy efficiency services. The best approaches for increasing awareness remain to be bill stuffers, phone calls and direct mail.

Recommendations:

- Expand outreach effort to increase awareness among eligible population.
- Continue with the same marketing methods (direct mail, telemarketing and bill stuffers) but perhaps increase the frequency and revise the content of the materials to better define the program (consider television public service announcements as an additional outreach mechanism).

Program Participation

- Approximately 50% of eligible customers that are aware of the Company's program are choosing to participate in the program.
- The four top reasons for participating were: 1) saving money; 2) learning more about energy efficiency in their home; and 3) being more comfortable; and 4) getting free materials and installations. Protecting the environment was also listed as a top reason for participating.

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- The three primary reasons for not participating were: 1) suspicious about “free” materials; 2) energy savings not a top priority; and 3) concern about the performance of the installed measures.
- Family and friend recommendations and home safety were the least stated reasons for participation.
- For those that participated, the most common measure (4 of 7 or 57%) installed was compact fluorescent light bulbs (CFL). Refrigerators, room air conditioners, and weatherization measures were each installed at 2 of the 7 (29%) homes surveyed.
- Measure satisfaction was highest with room air conditioners.

The reasons for not participating indicate that the Company's low-income population may be unclear about the benefits of energy savings and other benefits that the program may offer. Energy efficiency measure comprehensiveness appears to be good, however no water saving measures were identified in those surveyed.

Recommendations:

- In all forms of marketing literature, more clearly define program and the benefits of participating.
- Further explain the utility involvement and perhaps even briefly describe the conservation charge and the fact that the program is paid through rates – illustrate that it is not a handout nor will participants need to pay for services received at some point in the future.
- Monitor measure comprehensive in the site visit Phase of the Low Income evaluation. Lack of water saving measures may be a result of a low penetration of electric water heating.

Program Satisfaction

- Of those customers that have participated in the Company's Electric Low-Income Program, within each of the measure categories covered (lighting, refrigeration, heating, air conditioning), customers appear to be very pleased with the program.
- A majority of participating customers were pleased with the quality and professionalism of the service providers (i.e., two of the three highest areas of satisfactions related to the attitude of the audit contractors and the quality of work performed - customers were also very happy with the energy savings recommendations).
- Areas appearing to require greatest need for improvement include the process for scheduling and conducting the walk-through audits
- Overall program satisfaction ratings were all positive, with five (5) of the seven (7) customers indicating that they were very happy with the program.

of
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This indicates that once the customers sign up, they appear to be very satisfied with the program. Measures installed and services being provided through the Company's low-income program are well received by participating customers.

Recommendations:

- All-in-all, participating customers seem quite satisfied with the Company's Electric Low-Income Program. Due to the lower ratings on scheduling and conducting the walk-through audit, consider ways to improve these areas of the program such as adding informational materials for the customers to review during the walk-through.

Demographics

- 90% of those interviewed were English speaking (vs. 10% of the surveys being conducted in Spanish).
- Approximately one-half of all respondents live in single-family homes, own their homes, and have annual household incomes of less than \$30,000.
- A significantly higher percentage of customers aware of the program either lived alone or with only one other person.
- A significantly higher percentage of customers aware of the program had no residents under the age of 18.
- A slightly higher percentage of customers aware of the program had at least one resident over the age of 65.
- A majority of those responding to the survey had at least a high school level of education.

The findings do not draw distinct characteristics for those that are aware of the program versus those that are not, however those aware of the program appear to tend toward elderly residents with no more than two people in the home and no children. This indicates that the current marketing efforts appear to be reaching a broad range of the eligible population.

III. Overview of Methodology

The overall goals of this Phase II Electric Low Income Program Assessment were to: 1) determine the level of program awareness within the eligible customer population in the FG&E service territory; 2) determine the level of customer participation within the eligible population; and 3) determine overall customer satisfaction for those participating in the program.

Interview Guide Development

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A telephone survey was designed to achieve the goals of this assessment. In order to have a single interview guide address all customers, an interview guide was prepared with several “skips” so that the customer was asked only those questions that pertained to their level of awareness/involvement in the program (a copy of the actual telephone survey instrument is included as Appendix A). The customer survey interview guide was divided into six sections as follows:

1. Introduction
2. Awareness Questions
3. Participation Questions
4. Measure-Related Questions
5. Satisfaction Questions
6. Demographic Questions

All customers were presented with questions from Sections 1, 2 and 6. If the customer was aware of FG&E's Electric Low Income Energy Efficiency Program, they were asked whether they had participated in the program (Section 3). If they had participated, they were asked the relevant questions in Sections 4 and 5, depending on which measures they had received.

Because customers do not always remember things the same way, probing questions were used to prompt customers on both the awareness and the participation sections of the interview. For example, if the customer answered “no” to having heard of FG&E's energy saving program for income-eligible customers, they were then asked if they had received energy saving materials in their home such as energy efficient light bulbs.

Sample Size

In order to achieve a statistically valid sample of customers, a sample size of forty (40) customers was selected. This allowed for a valid sample with a 90% confidence interval and standard error of $\pm 15\%$.

A random sample of 150 customers was drawn from a September 2001 database of 1,985 FG&E R-2 customers. This large sample ensured that the interviewers would be able to complete forty interviews without requiring additional random sampling.

Given the mix of English and Spanish-speaking citizens living in FG&E's service territory, the random sample was sent to Opinion Dynamics Corporation (ODC) where bi-lingual interviewers were selected to conduct the survey in either language to maximize understanding of questions and accuracy of individual responses. ODC conducted the surveys using their Computer-Aided Telephone Interview (CATI) system.

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In total, Opinion Dynamics made 138 attempts in order to complete 40 interviews. The breakdown of the major categories included in the final disposition of the survey is as follows:

Table 1: Final Survey Call Dispositions

Disposition	Final Number
No Answer	23
Answering Machine	21
Disconnected Phone	23
Schedule a Callback	18
Completed Interview	40
Refusal to Participate	6

Removing the 23 disconnected phones and 2 government/business phones from the total, yields a response rate for this survey of approximately 35%.

IV. Results of Telephone Surveys

This section includes a detailed assessment of the results of the telephone surveys. The results are broken down into the five categories in which the survey questions were asked, the categories are:

1. Program Awareness
2. Program Participation
3. Measure-Related
4. Program Satisfaction
5. Demographics

Program Awareness

Of the forty (40) income eligible FG&E electric customers that were involved in the survey, fourteen (14) responded that they were aware of the program. For the fourteen (14) customers that had heard about the program, Table 2 illustrates how each respondent learned of the program.

Table 2: Source for Hearing About the Program

Communication Medium	Number of Respondents %
Total Answering: 14	

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In Electric Bill	2 14%
Post-Card or Letter	4 29%
Poster or Sign	2 14%
Response to Billing Inquiry	2 14%
From a Neighbor	2 14%
Don't Know	2 14%

When asked how they would like to hear about future FG&E programs related to energy efficiency, the twenty-six (26) respondents that had not heard of the FG&E program responded as shown in Table 3. Answers were given on a scale of 1 to 5, where 1 is the "Best way to hear" and 5 is the "Worst way to hear".

Table 3: Customer Communication Preferences – Those Not Aware of Program

(Base for Mean ²)	Mean Value (1–5)	Respondents with Ranking of "Best" (1)	Respondents with Ranking of "Worst" (5)
Total Answering: 26			
Phone Call (26)	2.3	12 46%	2 8%
In Electric Bill (26)	1.7	17 65%	1 4%
Post-Card or Letter (25)	2.3	11 42%	2 8%
Newspaper (24)	2.8	6 23%	5 19%
Poster or Sign (25)	2.8	8 31%	5 19%
Radio (25)	2.6	9 35%	4 15%

² Base for Mean indicates the number of responses used to calculate the mean. This number is net of any "Don't Know" answers. The Base for Mean value is not shown if all respondents answer each category of the question (*i.e.* Base for Mean equal Total Answering in each case).

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TV (25)	2.4	10 39%	3 12%
Web Site / Email (24)	3.5	6 23%	11 42%
Response to Billing Inquiry (23)	2.8	10 39%	7 27%
Social Service Agency (23)	2.6	9 35%	5 19%
From a Neighbor (26)	2.7	6 23%	3 12%
From a Landlord (23)	2.7	8 31%	4 15%
Non-English Materials (24)	3.0	9 35%	9 35%

For those customers that knew of the program, Table 4 shows how they would prefer to hear about future FG&E energy efficiency programs. Answers were given on a scale of 1 to 5, where 1 is the "Best way to hear" and 5 is the "Worst way to hear".

Table 4: Customer Communication Preferences – Those Aware of Program

	Mean Value (1–5)	Respondents with Ranking of "Best" (1)	Respondents with Ranking of "Worst" (5)
(Base for Mean)			
Total Answering: 14			
Phone Call (14)	2.6	7 50%	5 35%
In Electric Bill (14)	1.5	11 79%	1 7%
Post-Card or Letter (14)	2.0	9 64%	2 14%
Newspaper (14)	2.9	3 21%	4 28%
Poster or Sign (13)	3.3	3 21%	4 28%
Radio (14)	4.4	1 7%	10 71%
TV (14)	2.7	6	4

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		43%	27%
Web Site / Email (13)	3.9	3 21%	9 64%
Response to Billing Inquiry (12)	2.3	6 43%	1 7%
Social Service Agency (12)	2.8	5 36%	4 29%
From a Neighbor (13)	2.3	5 36%	2 14%
From a Landlord (13)	3.2	3 21%	4 29%
Non-English Materials (14)	3.4	4 29%	7 50%

Program Participation

Of the fourteen (14) customers that indicated awareness of the program, seven (7) responded that they had participated. Of the remaining seven respondents, two (2) did not know whether they had participated or not.

Concerning why the respondents chose to participate in FG&E's income eligible energy efficiency program, Table 5 illustrates the results. Answers were given on a scale of 1 to 5, where 1 is "Very important" and 5 is "Not at all important".

Table 5: Reasons for Participating in Program

	Mean Value (1-5)	Very Important	Somewhat Important	Neutral	Not Very Important	Not Important
Total Answering: 7						
Save Money on Electric Bill	1.0	7 100%	-	-	-	-
Save Energy	1.3	6 86%	-	1 14%	-	-
Free Material Installation	1.1	6 86%	1 14%	-	-	-
More Comfortable Home	1.1	6 86%	1 14%	-	-	-
Safer Home	2.0	5	-	-	1	1

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		72%			14%	14%
Recommended by Friends/Relatives	2.7	3 42%	1 14%	-	1 14%	2 29%
Increased Value of Home	1.7	5 72%	1 14%	-	-	1 14%
Protect Environment	1.1	6 86%	1 14%	-	-	-
Learn About Energy Efficiency in the Home	1.0	7 100%	-	-	-	-

For those that chose not to participate, Table 6 illustrates the reasons for making this decision.

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Table 6: Reasons for Not Participating in Program

	Mean Value (1-5)	Very Important	Somewhat Important	Neutral	Not Very Important	Not Important
(Base for Mean)						
Total Answering: 7						
Unsure How Materials Would be Installed (6)	2.5	3 43%	-	1 14%	1 14%	1 14%
Unsure of Performance of Materials (7)	2.3	3 43%	1 14%	2 29%	-	1 14%
Energy Savings is Not a High Priority (6)	1.7	5 72%	-	-	-	1 14%
Suspicious About "Free" Materials (7)	1.3	6 86%	-	1 14%	-	-
Do Not Like Strangers in My House (7)	2.4	4 57%	-	1 14%	-	2 29%

Measure-Related

For the seven (7) respondents that participated in the program, Table 7 illustrates how many of each received the various measures as well as whether or not the measure is still installed and working. For refrigerators, the customers were not asked if the unit was still installed due to the unlikelihood of customers removing a refrigerator. Also, although one of the window air conditioners is noted to have been removed, this is assumed to indicate that the customer has removed the unit from the window for the season. In addition, it should be noted that in the case of the weatherization measure being removed, the respondent could not identify what type of weatherization material had been installed.

Table 7: Measures Installed

	Number of Customers Receiving Measure	Number with Measure Still Installed (Retention Rate %)
Total Answering:	7	Varies by Measure
CFLs	4 57%	3 75%
Light Fixtures	1 14%	1 100%
Refrigerator	2 29%	NA
DHW Measures	0	0
Weatherization Measures	2	1

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	29%	50%
New Window Air Conditioner	2 29%	1 50%

Concerning the satisfaction with the performance of specific measures, respondents' results are summarized in Table 8. With respect to problems encountered with the measures installed, in all cases the respondents indicated that they had no problems with the measures installed. Answers were given on a scale of 1 to 4, where 1 is "Very happy" and 4 is "Very unhappy".

Table 8: Satisfaction with Performance of Measures Installed

Eligible Measure	N	Mean Value (1-4)	Very Happy	Somewhat Happy	Somewhat Unhappy	Very Unhappy
CFLs	4	2.0	2 50%	1 25%	-	1 25%
Light Fixtures	1	1.0	1 100%	-	-	-
Refrigerator	2	1.5	1 50%	1 50%	-	-
DHW Measures	0	NA	-	-	-	-
Weatherization Measures	2	1.5	1 50%	1 50%	-	-
New Window Air Conditioner	2	1.0	2 100%	-	-	-

Program Satisfaction

Respondents were asked to indicate their satisfaction with several areas of the program as illustrated in Table 9. Answers were given on a scale of 1 to 5, where 1 is "Very happy" and 5 is "Very unhappy". In general, the level of satisfaction was very high for all categories, with only two instances of a customer being unhappy with specific aspects of the program. Overall satisfaction with the program was very high with five (5) of the seven (7) respondents indicating that they were very happy with the program and none indicating that they were unhappy. The final satisfaction related question asked if the respondents would recommend the program to others. Five (5) of the seven (7) customers stated that they would recommend the program.

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Table 9: Customer Satisfaction Level Concerning Various Program Areas

(Base for Mean)	Mean Value (1-5)	Very Happy	Somewhat Happy	Neutral	Somewhat Unhappy	Very Unhappy
Total Answering: 7						
Process for Scheduling Audit (6)	2.2	2 29%	1 14%	3 43%	-	-
Walk-Through Audit (6)	2.2	2 29%	1 14%	3 43%	-	-
Attitude of Audit Contractor (6)	1.3	5 71%	-	1 14%	-	-
Audit Report and Explanation of Energy Use (7)	1.6	4 57%	2 29%	1 14%	-	-
Usefulness of Energy Information (7)	1.7	3 43%	3 43%	1 14%	-	-
Energy Saving Recommendations (7)	1.4	5 71%	1 14%	1 14%	-	-
Convenience of Scheduling Second Visit (6)	1.5	4 57%	1 14%	1 14%	-	-
Attitude of Contractors on Second Visit	1.6	3 43%	1 14%	1 14%	-	-
Quality of All Work Performed	1.4	5 71%	1 14%	1 14%	-	-
Helpfulness of Program Staff	1.7	5 71%	1 14%	-	-	1 14%
Electric Bill Savings from Program	1.7	5 71%	1 14%	-	-	1 14%
Program Overall	1.4	5 71%	1 14%	1 14%	-	-

Customer Demographics

A series of general demographic questions were asked of all survey participants, the results of each question are included in Tables 10 – 17 below. The results included in each table show the percentage of all customers responding as well as a breakdown of those that indicated awareness of FG&E's Low Income Program and those that did not. For each of the three groups of respondents (All, Aware, and Not Aware), the percentage values indicate the proportion of that particular category only (*i.e.*, 36% of Aware customers reflects the opinion of 5 of the 14 people that were aware of the program). This allows for an easy comparison between those that were aware of the program and those that were not.

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Indicators worth noting include that roughly half of all respondents live in single-family homes, own their home, and have an annual household income of less than \$30,000. In addition, of the forty (40) interviews completed, thirty six (36) were conducted in English and four (4) were conducted in Spanish.

Comparing the results for those that were aware of the program to those that were not aware yields little insight into the distinct characteristics that may be unique to one category. The two areas of note are the number of residents in the home and the age of the residents. A significantly higher percentage of aware customers (65%) either live alone or with one other person as opposed to only 24% of those that were not aware. Also, a slightly higher percentage of aware customers (36%) have at least one elderly person in the home as opposed to 24% for those that were not aware. Similarly, for those that were aware of the program, 64% had no children under 18 in the home, in contrast to only 39% of those that had not heard of the program.

Table 10: Type of Building

	All	Aware	Not Aware
Total Answering:	40	14	26
Single Family	19 48%	5 36%	14 54%
Townhouse	3 8%	2 14%	1 4%
2-4 Units	11 28%	2 14%	9 35%
5 or More Units	4 10%	2 14%	2 8%
Other	3 7%	3 21%	-

Table 11: Rent or Own

	All	Aware	Not Aware
Total Answering:	40	14	26
Own	17 43%	6 43%	11 42%
Rent	22	8	14

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	55%	57%	54%
Other	1 2%	-	1 2%

Table 12: Number of Residents in Home

	All	Aware	Not Aware
Total Answering:	40	14	26
One	8 20%	5 36%	3 12%
Two	7 18%	4 29%	3 12%
Three	7 18%	1 7%	6 23%
Four	7 18%	1 7%	6 23%
Five	5 13%	2 14%	3 12%
Six	2 5%	-	2 8%
Seven	1 2%	-	1 4%
Eight	1 2%	-	1 4%

Table 13: Residents of Age 65 or Older

	All	Aware	Not Aware
Total Answering:	40	14	26
Zero	27 68%	8 57%	19 73%
One	8 20%	5 36%	3 12%
Two	3 8%	-	3 12%

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Don't Know	2 5%	1 7%	1 4%
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Table 14: Residents of Age 18 or Younger

	All	Aware	Not Aware
Total Answering:	40	14	26
Zero	19 48%	9 64%	10 39%
One	5 13%	1 7%	4 15%
Two	9 23%	3 21%	6 23%
Three	6 15%	1 7%	5 19%
Four	1 2%	-	1 4%

Table 15: Education Level of Respondents

	All	Aware	Not Aware
Total Answering:	40	14	26
Some High School or Less	5 13%	2 14%	3 12%
High School Graduate	21 53%	7 50%	14 54%
Some College	7 18%	2 14%	5 19%
Tech/Voc/Associate Degree	3 8%	1 7%	2 8%
College Graduate (4 year)	-	-	-
Post Graduate Studies	1 2%	1 7%	-
Refused to Answer	3 8%	1 7%	2 8%

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Table 16: Annual Household Income

	All	Aware	Not Aware
Total Answering:	40	14	26
Less Than \$5,000	3 8%	1 7%	2 8%
Between \$5,000 - \$10,000	6 15%	2 14%	4 15%
Between \$10,000 - \$20,000	8 20%	2 14%	6 23%
Between \$20,000 - \$30,000	4 10%	1 7%	3 12%
Between \$30,000 - \$40,000	2 5%	1 7%	1 4%
Between \$40,000 - \$50,000	2 5%	1 7%	1 4%
Over \$50,000	1 2%	-	1 4%
Refused to Answer	14 35%	6 43%	8 31%

Table 17: Respondent's Primary Language

	All	Aware	Not Aware
Total Answering:	40	14	26
English	36 90%	13 93%	23 88%
Spanish	4 10%	1 7%	3 12%

APPENDIX A

SURVEY INSTRUMENT

FOR THE

CUSTOMER TELEPHONE INTERVIEWS

FG&E Low-Income Electric Energy Efficiency Program Evaluation Program Awareness, Participation, and Customer Satisfaction Assessment

Eligible Customer Awareness, Participation & Satisfaction Telephone Interview Guide

NOTE TO INTERVIEWER: *The purpose of these interviews is to gauge survey respondent's levels of awareness of FG&E's residential electric low-income energy efficiency program and the extent to which eligible customers are participating. For those customers that have participated, this survey is also seeking to determine customer satisfaction with specific services and the program as a whole. Given the mix of English and Spanish-speaking citizens living in FG&E's service territory, interviewers should be prepared to conduct this survey in either language to maximize understanding of questions and accuracy of individual responses. If customers would like to contact FG&E for any reason, please provide the following phone number 1-888-301-7700 (FG&E's Customer Service Center).*

Please note: Responses in parentheses indicate they should not be read to the interviewee, only recorded as appropriate.

INTRODUCTION

Hello, my name is _____ and I am calling on behalf of Fitchburg Gas and Electric Light Company. May I speak with [NAME]? We are calling Fitchburg Gas and Electric customers like you to find out if you know about, or have participated in the Company's energy savings programs. Your answers will be kept strictly confidential. We greatly appreciate your help in this study.

[PROMPT - IF NECESSARY] If there is someone else at home that might know more about this, may I speak with them or is there a better time for me to call back?
[NOTE: If referred to someone else, interviewer should repeat introduction].

AWARENESS QUESTIONS

AQ1. Have you heard about Fitchburg Gas and Electric Light Company's electric energy savings program for income-eligible customers? [IF NECESSARY: PROMPT WITH ALTERNATIVE UTILITY NAME "UNITIL" OR CONTRACTOR NAME "MONTACHUSETT OPPORTUNITY COUNCIL (MOC)" OR PROGRAM NAME "APPLIANCE MANAGEMENT AUDIT" (AMP)]

1. Yes
2. No
98. (Don't know)

[IF AQ1 > 1, OTHERWISE SKIP TO AQ5.]

AQ2. OK, Then I would like to ask if you anyone has installed energy saving items in your home during this past year? [PROMPT IF NECESSARY: ENERGY SAVING LIGHT BULBS, REFRIGERATOR, WATER HEATER TANK WRAPS]

1. Yes
2. No
98. (Don't know)

[IF AQ2 = 1, READ AQ3, OTHERWISE SKIP TO QUESTION AQ4]

AQ3. Do you know who provided the items or services that you received? [IF NECESSARY, PROMPT WITH SUGGESTIONS INCLUDING: ELECTRIC COMPANY, GAS COMPANY, OR "DID THEY RECEIVE LIGHT BULBS?" WHICH WOULD INDICATE THAT IT WAS THE ELECTRIC COMPANY]

[IF THE RESPONSE TO AQ3 IS NOT 'ELECTRIC COMPANY'-SPONSORED, BASED ON PROMPTING, READ AQ4, OTHERWISE SKIP TO QUESTION AQ5]

AQ4. I'm going to read you a few different ways, in the future, that you might hear about Fitchburg's electric energy saving programs. On a scale of 1 to 5, (where 5 is your best way to hear and 1 is your worst way to hear) please tell me what you think about each way:

1. A telephone call from FG&E
2. An advertisement in your electric bill
3. A post-card or letter
4. A newspaper article or advertisement
5. A poster or sign at a local store or a community center (church, school, senior center)
6. On the radio
7. On TV
8. Through a web site or an email on the computer
9. From the utility in answer to a billing question you might have
10. From a social service agency, such as MOC
11. From a neighbor, friend or relative
12. Your landlord - if you don't own your own home
13. From written or verbal information in a language other than English
97. Other _____
98. (Don't know)

[SKIP TO QUESTION DQ1]

AQ5. How did you hear about the Program? [ONLY READ LIST IF ASSISTANCE NEEDED FOR RESPONSE]

1. (Telephone call)
2. (Advertisement included in your electric bill)
3. (Post-card or letter)
4. (Newspaper article or advertisement)
5. (Poster or sign at a local store or a community center)
6. (Radio)

7. (TV)
8. (Web site and/or computer)
9. (From utility in response to billing inquiry)
10. (Social service agency)
11. (From a neighbor, friend or relative)
12. (Landlord)
97. (Other _____)
98. (Don't know)

AQ6. I'm going to read you a few different ways, in the future, that you might hear about Fitchburg's electric energy saving programs. On a scale of 1 to 5, (where 5 is your best way to hear and 1 is your worst way to hear) please tell me what you think about each way:

1. A telephone call from FG&E
2. An advertisement in your electric bill
3. A post-card or letter
4. A newspaper article or advertisement
5. A poster or sign in at a local store or in a community center
6. On the radio
7. On TV
8. Through a web site or an email on the computer
9. From the utility in answer to a billing question you might have
10. From a social service agency
11. From a neighbor, friend or relative
12. Your landlord - if you don't own your home
13. From written or verbal information in a language other than English
97. Other _____
98. (Don't know)

[IF THE RESPONSE TO AQ3 WAS 'ELECTRIC COMPANY'-SPONSORED, SKIP TO QUESTION PQ2]

PARTICIPATION QUESTIONS

PQ1. Have you participated in Fitchburg Gas and Electric Light Company's income-eligible electric energy savings Program? This program is also called the Appliance Management Program (AMP).

1. Yes.
2. No.
98. (Don't know)

[IF PQ1 > 1, SKIP TO PQ3]

PQ2. I'm going to read you nine possible reasons for participating. On a scale of 1 to 5 (where 5 is a very important reason and 1 is not at all important), please tell me how important each reason was when you chose to participate in the program?

1. To save money on your electric bill
2. To save energy
3. Because the materials were going to be installed for free
4. To make your home more comfortable
5. To make your home safer
6. Because friends or relatives recommended it
7. To increase the value of your home
8. To help protect the environment
9. To learn how to improve your home's energy efficiency
97. Other _____
98. (Don't know)

[SKIP TO QUESTION MCQ1]

PQ3. I'm going to read you five possible reasons for why you may have chosen not to participate. On a scale of 1 to 5 (where 5 is a very important reason why you would not participate and 1 is a reason that is not at all important), please tell me how important each of these reasons was when you chose to say no:

1. It was not clear what needed to be done, what materials were being offered, or how the materials would be installed.
2. Not sure about how well the materials being offered would work.
3. Energy savings is not a high priority
4. Suspicious about "free" offers
5. Do not like to have strangers in the house
97. Other - _____
98. (Don't know)

[SKIP TO QUESTION DQ1]

Now, I would like to ask you a few questions about the energy saving materials that were installed in your home when the person came to visit.

MEASURE-RELATED QUESTIONS

MCQ1. Did you have energy saving light bulbs installed in your home?

1. Yes
2. No
98. (Don't know)

[IF MCQ1 = 1, OTHERWISE SKIP TO MFQ1]

MCQ2. Are the energy saving light bulbs that were installed during the visit still in place and working?

1. All of them are still in and working

2. Most of them are still in and working
3. Only a few of them are still in and working
4. None of them are still in or working - they've all been removed
98. (Don't know)

MCQ3. Have you had any problems with the new energy saving light bulbs?

1. Yes
2. No
98. (Don't know)

[IF MCQ3 = 1, OTHERWISE SKIP TO MCQ5]

MCQ4. What type of problem(s) have you had with the light bulbs? (DO NOT READ, RECORD ALL THAT APPLY)

1. (Light is too dim.)
2. (Light is too bright.)
3. (Light is bad quality, things don't look right - too yellow, too blue, etc.)
3. (Bulb takes too long to get started.)
4. (Bulb does not fit properly into fixture.)
5. (Bulb flickers.)
97. (Other _____)

MCQ5. Overall, how happy are you with your energy saving light bulbs?

1. Very happy
2. Somewhat happy
3. Somewhat unhappy
4. Very unhappy
98. (Don't know)

Comments: _____

MFQ1. Did you have new lighting fixtures installed in your home during the visit?

1. Yes
2. No
98. (Don't know)

[IF MFQ1 = 1, OTHERWISE SKIP TO MRQ1]

MFQ2. Are the fixtures that were installed during the visit still in place and working?

1. Yes
2. No
98. (Don't know)

MFQ3. Have you had any problems with the energy saving fixtures?

1. Yes
2. No

98. (Don't know)

[IF MFQ3 = 1, OTHERWISE SKIP TO MFQ5]

MFQ4. What type of problem(s) have you had with the lighting fixtures? (DO NOT READ, RECORD ALL THAT APPLY)

1. (Light is too dim.)
2. (Light is too bright.)
3. (Light is bad quality, things don't look right - too yellow, too blue, etc.)
4. (Takes too long to get started.)
5. (Fixture is not attractive.)
6. (Light flickers.)
7. (Fixture has been broken.)
97. (Other _____)

MFQ5. Overall, how happy are you with the performance of your energy saving light fixture(s)?

1. Very happy
2. Somewhat happy
3. Somewhat unhappy
4. Very unhappy
98. (Don't know)

Comments: _____

MRQ1. Did you have a new refrigerator installed in your home during the visit?

1. Yes
2. No
98. (Don't know)

[IF MRQ1 = 1, OTHERWISE SKIP TO MHQ1]

MRQ2. Overall, how happy were you with the way that the old refrigerator was removed and the new one installed?

1. Very happy
2. Somewhat happy
3. Somewhat unhappy
4. Very unhappy
98. (Don't know)

Comments: _____

MRQ3. Have you had any problems with the energy saving refrigerator?

1. Yes
2. No
98. (Don't know)

[IF MRQ3 = 1, OTHERWISE SKIP TO MRQ5]

MRQ4. What type of problem(s) have you had with the refrigerator? (DO NOT READ, RECORD ALL THAT APPLY)

1. (Has malfunctioned and needed service.)
2. (Internal size, it is smaller than the old one and/or not set up the same way.)
3. (External size, it doesn't fit properly in the space.)
4. (It doesn't keep the food cold and/or the frozen food frozen.)
5. (It keeps the food too cold.)
6. (It is noisy.)
97. (Other _____)

MRQ5. Overall, how happy are you with the performance of your energy saving refrigerator?

1. Very happy
2. Somewhat happy
3. Somewhat unhappy
4. Very unhappy
98. (Don't know)

Comments: _____

MHQ1. Did you have hot water related materials installed in your home during the visit? [IF NECESSARY, PROMPT WITH EXAMPLES, INCLUDING: HOT WATER TANK WRAP, NEW SHOWERHEAD]

1. Yes
2. No
98. (Don't know)

[IF MHQ1 = 1, OTHERWISE SKIP TO MWQ1]

MHQ2. What types of materials did you receive? [READ LIST, RECORD ALL THAT APPLY]

1. Showerheads and/or faucet aerators
2. Water heater tank wrap
3. Hot water pipe insulation
4. Water heater temperature turn-down
5. New water heater
97. Other _____
98. (Don't know)

[IF MHQ2 = 1, OTHERWISE SKIP TO QUESTION MHQ5.]

MHQ3. Are the showerheads and aerators that were installed during the visit still in place and working?

1. Yes
2. No
98. (Don't know)

[IF MHQ3 = 2, OTHERWISE SKIP TO MHQ5]

MHQ4. Why are the showerheads and aerators no longer installed? [DO NOT READ - RECORD ALL THAT APPLY]

1. (New showerhead/aerators leaked.)
2. (Water flow from new showerhead/aerator was too slow.)
3. (Did not like the look of the showerhead/aerators)
97. (Other _____.)

MHQ5. Have you had any problems with any of the other hot water related materials?

1. Yes
2. No
98. (Don't know)

[IF MHQ5 = 1, OTHERWISE SKIP TO MHQ7]

MHQ6. What type of problem(s) have you had? (DO NOT READ, RECORD ALL THAT APPLY)

1. (Hot water temperature was too low – turned it back up.)
2. (New water heater does not heat water up fast enough.)
3. (Service required on water heater since the program site visit.)
97. (Other _____.)

MHQ7. Overall, how happy are you with the performance of your hot water saving materials?

1. Very happy
2. Somewhat happy
3. Somewhat unhappy
4. Very unhappy
98. (Don't know)

Comments: _____

MWQ1. Did you have weatherization materials installed in your home, this would include such things as insulation, caulking/weatherstripping, heating system repair or replacement or new thermostats?

1. Yes
2. No
98. (Don't know)

[IF MWQ1 = 1, OTHERWISE SKIP TO MQQ1]

MWQ2. What types of weatherization materials did you receive? [READ LIST AND RECORD ALL THAT APPLY]

1. Heating system repair or replacement
2. Attic, ceiling or wall insulation
3. Interior storm windows

4. Caulking and weatherstripping
5. New set-back thermostats
6. Repair to the ducts of your heating system
97. Other _____

[IF MWQ2 = 1, OTHERWISE SKIP TO QUESTION MWQ5.]

MWQ3. What type of heating system did you have repaired/replaced?

1. Electric boiler or furnace
2. Electric Heat Pump (they may know its electric and say heat pump w/o knowing the difference)
3. Gas boiler or furnace
4. Oil boiler or furnace
97. Other (_____)
98. (Don't know)

MWQ4. Have you had any problems with the heating system since the repair/replacement?

1. Yes
2. No
98. (Don't know)

[IF MWQ4 = 1, OTHERWISE SKIP TO MWQ6]

MWQ5. What type of problem(s) have you had? (DO NOT READ, RECORD ALL THAT APPLY)

1. (New/repared heating system has needed further service/repair.)
2. (Heating system does not seem to heat the home as well as before.)
3. (Heating system is noisier.)
97. (Other _____.)

MWQ6. How happy were you with the way work was done on your heating system, including the scheduling and installation/repair procedure?

1. Very happy
2. Somewhat happy
3. Somewhat unhappy
4. Very unhappy
98. (Don't know)

MWQ7. Are the other weatherization materials that were installed during the visit still in place and working?

1. Yes
2. No
98. (Don't know)

MWQ8. Have you had any problems with the weatherization materials?

1. Yes

- 2. No
- 98. (Don't know)

[IF MWQ8 = 1, OTHERWISE SKIP TO MWQ10]

MWQ9. What type of problem(s) have you had? (DO NOT READ, RECORD ALL THAT APPLY)

- 1. (Insulation installed in the attic is in the way of storage space.)
- 2. (Interior storm windows are loose and/or unattractive.)
- 3. (Weatherstripping and/or caulking is coming loose.)
- 4. (New thermostats are hard to read and/or understand.)
- 97. (Other _____.)

MWQ10. In the winter months, do you feel any difference, warmer or more comfortable, as a result of the weatherization work that was completed as part of this program?

- 1. Definitely warmer and more comfortable.
- 2. Maybe warmer and more comfortable.
- 3. About the same.
- 4. Maybe a little less comfortable.
- 5. Definitely less comfortable.
- 6. Have not gone through a winter since the program visit
- 98. (Don't know)

MWQ11. Overall, how happy are you with the weatherization materials?

- 1. Very happy
- 2. Somewhat happy
- 3. Somewhat unhappy
- 4. Very unhappy
- 98. (Don't know)

Comments: _____

MOQ1. Did you have any other materials installed in your home as part of Fitchburg's electric energy savings program? Additional items might include such things as window air conditioner filters or waterbed covers.

- 1. Yes
- 2. No
- 98. (Don't know)

[IF MOQ1 = 1, OTHERWISE SKIP TO SQ1]

MOQ2. What types of materials did you receive? [READ LIST AND RECORD ALL THAT APPLY]

- 1. Filter for air conditioner
- 2. New window air conditioner
- 3. Water bed cover
- 4. Replacement mattress for removed waterbed

97. Other _____

MOQ3. Are the materials that were installed during the visit still in place and working?

- 1. Yes
- 2. No
- 98. (Don't know)

MOQ4. Have you had any problems with the materials?

- 1. Yes
- 2. No
- 98. (Don't know)

[IF MOQ4 = 1, OTHERWISE SKIP TO MOQ6]

MOQ5. What type of problem(s) have you had? (DO NOT READ, RECORD ALL THAT APPLY)

- 1. (New mattress is uncomfortable.)
- 2. (Mattress cover was a nuisance to move around.)
- 3. (Air conditioner does not work as well.)
- 97. (Other _____.)

MOQ6. Overall, how happy are you with the materials installed?

- 1. Very happy
- 2. Somewhat happy
- 3. Somewhat unhappy
- 4. Very unhappy
- 98. (Don't know)

Comments: _____

Now, I would like to ask you just a few questions about how happy you were with the energy savings program overall.

SATISFACTION QUESTIONS

SQ1. Please tell me how happy you were with each of the following parts of Fitchburg's energy savings program using a scale of 1 to 5, where 5 is extremely happy and 1 is very unhappy. How happy were you with the _____?

- 1. Very happy
- 2. Somewhat happy
- 3. No feelings either way
- 4. Somewhat unhappy
- 5. Very unhappy
- 98. (Don't know)

SQ1a. Process for scheduling the initial visit to your home

SQ1b. Initial visit and walk-through done on your home

SQ1c. Attitude of contractor during initial visit and walk-through

SQ1d. Computer report and explanation of how energy is used in your home
SQ1e. Usefulness of the energy information reviewed during the visit
SQ1f. The recommendations that were made to save energy in your home
SQ1g. Convenience of any follow up visit (for new refrigerator or weatherization work)
SQ1h. Attitude of the contractors who installed measures during any second visit to your home
SQ1i. Quality of all work performed and materials installed through your participation in the program
SQ1j. Helpfulness of program staff
SQ1k. Electric bill savings as a result of the program
SQ1l. Program overall

SQ2. Could you please tell me one or two reasons for your overall program satisfaction rating of [READ RESPONSE TO SQ1l.]?
[RECORD RESPONSE]

SQ3. Would you recommend this program to others?

1. Yes
2. No
98. (Don't know)

Finally, to end this interview, I would like to ask a few quick questions about you and your home.

DEMOGRAPHIC QUESTIONS

DQ1. What type of building do you live in? [READ LIST IF NECESSARY]

1. Single family home
2. Townhouse/Rowhouse
3. 2-4 unit building
4. 5 or more unit building
5. Mobile home
97. Other

DQ2. Do you own or rent your home?

1. Own
2. Rent
3. Other
98. (Don't know)

DQ3. How many people live in your home year-round?
[RECORD RESPONSE]

DQ4. How many people who live in your home year-round are over the age of 65?
[RECORD RESPONSE]

DQ5. How many people who live in your home year-round are under the age of 18?
[RECORD RESPONSE]

DQ6. What is the highest level of schooling that you have completed?

1. Some high school or less
2. High school graduate
3. Some college
4. Technical / trade / vocational school or Associates degree
5. Four-year college graduate
6. Post-graduate or professional degree or training
98. (Refused to answer)

DQ7. What range would you estimate your household's annual income was last year?

1. Less than \$5,000
2. Between \$5,000 and \$10,000
3. Between \$10,000 and \$20,000
4. Between \$20,000 and \$30,000
5. Between \$30,000 and \$40,000
6. Between \$40,000 and \$50,000
7. Over \$50,000
98. (Refused to answer)

Thank you very much for your time, that is all of the questions that I have. If you would like further information on Fitchburg Gas and Electric Light Company's income-eligible energy savings program, please call the Company directly or the Montachusett Opportunity Council (MOC). Would you like me to leave the telephone numbers with you?

**MOC: 978-342-7025
FG&E's Customer Service: 1-888-301-7700**